

MARKETING

High School to College and Career Pathways

MARKETING

Marketing Education is designed to prepare students for employment and/or continuing education opportunities in marketing. Students will learn skills in developing, promoting, and distributing products in order to satisfy customer needs and wants.

MARKETING MANAGEMENT:

Workforce Trends

Advertising, marketing, promotions, public relations, and sales manager jobs are highly coveted and will be sought by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet.

Get the Facts

According to the U.S. Department of Labor, advertising, marketing, promotions, public relations, and sales managers held about 646,000 jobs in 2004.

Beyond High School

There are a number of options for education and training beyond high school, depending on your career goals.

Sample Occupations

- > Advertising Account Executive
- > Brand Manager
- > Marketing Manager
- > Market Research Analyst
- > Promotions Manager

For more information on salary projections, labor market demand, and training options, visit www.careers.utah.gov.



Utah State Office of Education
250 East 500 South/P.O. Box 144200
Salt Lake City, UT 84114-4200

utahcte.org

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Post-Secondary Connection

Talk to your teacher and/or school counselor for the classes in this pathway that connect to college. Many Utah colleges/universities accept high school courses toward a two- or four- year degree through concurrent enrollment – saving you time and money.

NOTES: _____



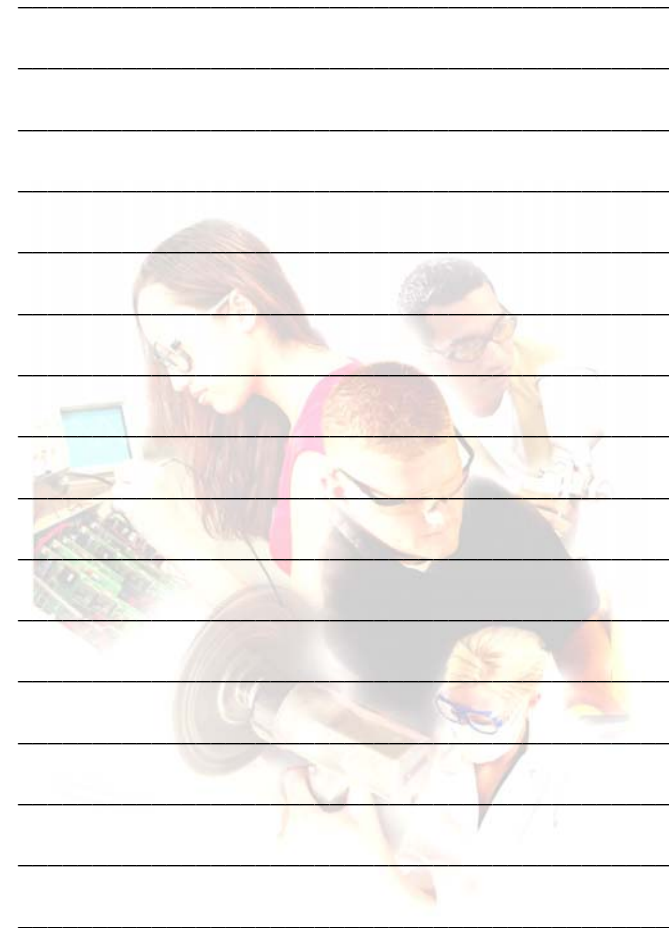
Career and Technical Education
Giving Students the Edge

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